

Message Text

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PAGE 01 TAIPEI 00530 290406Z
ACTION EB-08

INFO OCT-01 EUR-12 EA-12 IO-14 ISO-00 AGRE-00 CEA-01
CIAE-00 COME-00 DODE-00 FRB-01 H-02 INR-07 INT-05
L-03 LAB-04 NSAE-00 NSC-05 PA-02 CTME-00 AID-05
SS-15 STR-07 ITC-01 TRSE-00 USIA-15 PRS-01 SP-02
SOE-02 OMB-01 DOE-11 /137 W
-----083871 291309Z /42

R 260655Z JAN 78
FM AMEMBASSY TAIPEI
TO SECSTATE WASHDC 6226
AMEMBASSY SINGAPORE
AMCONSUL HONG KONG
AMEMBASSY BRUSSELS
AMEMBASSY TOKYO
AMEMBASSY SEOUP
USMISSION GENEVA
AMEMBASSY LONDON

UNCLAS TAIPEI 0530

USEEC ALSO FOR EMBASSY

E.O. 11652: N/A
TAGS: ETRD, EIND, ELEC, TW, HK, SN
SUBJECT: COLOR TV EXPORTS TO THE U.S.

REF : STATE 016403 (NOTAL)

1. LOCAL TAIWAN COLOR TV MANUFACTURER/EXPORTER, TATUNG COMPANY LTD. HAS INFORMED EMBASSY OF ITS TWO TV MANUFACTURING/EXPORTING SUBSIDIARIES IN EAST ASIA. IN HONG KONG, TATUNG'S U.S. SUBSIDIARY HAS INVESTED HK\$1 MILLION (ABOUT US\$215,000) IN AMERICAN TATUNG CO. OF HONG KONG, WITH OFFICES AT 79F WATERLOO ROAD, G/F, KOWLOON, M. J. LEE MANAGER, TEL 3-035127/8. IN THE PLANT, WHICH OPENED JANUARY 1, 1978, 20 EMPLOYEES ARE ASSEMBLING ABOUT 500 PAL COLOR TV SETS PER MONTH USING
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TECHNOLOGY LICENSED BY TELEFUNKIN OF WEST GERMANY. COLOR TUBES WILL COME FROM TOSHIBA OF JAPAN, MOST COMPONENTS FROM TATUNG TAIWAN WHILE 40 PERCENT OF THE TOTAL VALUE WILL BE ADDED IN HONG KONG. INITIALLY, THESE SETS WILL BE SOLD IN HONG KONG UNDER THE TATUNG LABEL, AND IN THE SECOND YEAR THE FIRM HOPES TO SELL THEM IN EUROPE AS WELL.

2. IN SINGAPORE, TATUNG HAS INVESTED ABOUT US\$800,000 IN TATUNG OF SINGAPORE, LOCATED IN THE TELOK BLANGAH INDUSTRIAL ESTATE, TEL 2702975/9. ITS ONE HUNDRED EMPLOYEES MANUFACTURE PAL B/W TVS FOR SALE IN EUROPE. TATUNG TAIPEI OFFICIALS SAY THAT AT PRESENT THEY HAVE NO PLANS TO EXPAND INTO COLOR TV MANUFACTURING THERE, THOUGH ITS 1976 ANNUAL REPORT STATED THAT TATUNG WAS CONTEMPLATING SETTING UP A COLOR TV TUBE PRODUCTION FACILITY IN SINGAPORE.

3. COMMENT: TATUNG CLAIMS THAT THESE INVESTMENTS IN HONG KONG AND SINGAPORE WERE NECESSARY TO AVOID HIGH TARIFFS AND QUOTA RESTRICTIONS IMPOSED BY THE EC, AND PARTICULARLY THE UK, ON TV IMPORTS FROM TAIWAN. WE NOTE, HOWEVER, THAT BOTH PHILLIPS OF HOLLAND, AND GKN DIG OF GERMANY HAVE FOUND THE INVESTMENT CLIMATE IN TAIWAN FOR MANUFACTURING COLOR TVS FOR EXPORT TO EUROPE MOST HOSPITABLE. IN ANY CASE, IT APPEARS THAT THE TATUNG COLOR TV EXPORTS TO THE U.S. WILL ONLY COME FROM TAIWAN.

FOR HONG KONG AND SINGAPORE: IT WOULD BE APPRECIATED IF YOU WOULD CONFIRM THE INFORMATION GIVEN US BY TATUNG.
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Message Attributes

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